

## *New Baltimoreans Subcommittee*

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### WHO

New Baltimoreans are people that have moved into the city since the 2000 Census and particularly those that have moved within the last five years. Although this subcommittee does not cover the New Baltimoreans who have moved into the city as immigrants since the 2000 Census; those persons are covered by the LEP subcommittee. Since 2000, there have been a number of significant residential redevelopments. The federal HOPE VI program has resulted in five new neighborhoods and almost 1,500 new housing units, and other federal programs have produced two other residential redevelopments in northeast Baltimore.<sup>1</sup> Additionally, downtown and the surrounding area have seen a growth of residential development since 2000 (see Table 8), due to the conversion of commercial buildings into apartment buildings.

**Table 8: Residential Development since 2000**

<b>Major Residential Projects In and Near Downtown</b>												Under	
<b>Type</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>Total</b>	<b>Constr.</b>	<b>Planned</b>
Rental Units	300	409	186	278	480	798	394	357	685	270	4,157	530	3,215
Condo Units	-	-	-	-	-	144	129	327	526	234	1,360	19	1,142
Townhouse Units	-	-	-	-	-	6	121	176	114	-	417	49	157

Source: Downtown Development Council, Downtown Partnership of Baltimore

In these areas of residential development, 2000 Census data is highly outdated and possibly not representative of the characteristics of households currently living there.

Administrative records of the Internal Revenue Service indicate a high level of turnover in Baltimore City residents between 2000 and 2007. On average, more than 25,000 new residents per year have moved into the city since 2000.<sup>2</sup> The most recent American Community Survey data suggests that 52.8 percent of householders moved into their unit since 2000.<sup>3</sup> This suggests high levels of residential turnover resulting from both migration to and from the city and movement within the city itself.

These New Baltimoreans may be unaware of the Census process and/or to what is happening in the city, some are considered to be young and transient. They might not feel connected enough to the City to have the civic obligation to fill out the Census form. This list includes live/work artists, the six Hope VI sites, the Harbor East area, new homeowners, new faith members, non-related persons living together, off campus housing, doctors/nurses, renters, gay/lesbian community, and DC commuters. For example, some new trends include artists in live/work studios that may not receive a form to their place of residence, or students living off campus who may think they will be covered as a 'dependent' in their parents form (similar to taxes). Also since these individuals are new to the city,

<sup>1</sup> Baltimore City Department of Housing

<sup>2</sup> Compiled by Maryland Department of Planning from IRS Administrative Records

<sup>3</sup> U.S. Census Bureau, 2005-2007 American Community Survey 3-Year Estimates

- **Recent Residential Development**

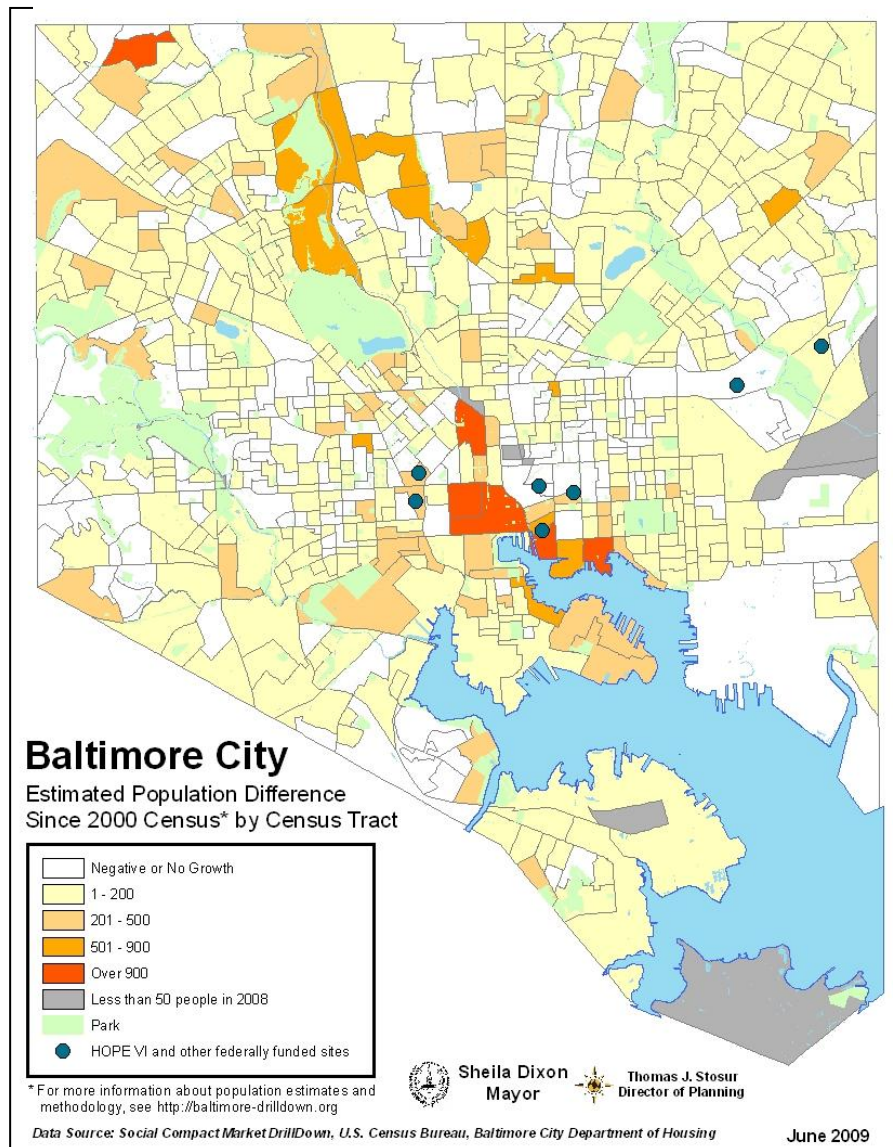
Map 3 shows population growth by block group, relying on 2008 population estimates from Social Compact's Baltimore Neighborhood Market DrillDown project. DrillDown is an assets-based market analysis that combines numerous data sets, both public and private, national and local, in order to build a set of community economic indicators that are tailored to urban markets. These indicators can be used to more accurately describe the size (population), strength (income and buying power), stability (homeownership and residential investment) and investment opportunity of a given market.<sup>4</sup>

## HOW

Messaging and outreach to New Baltimoreans should focus on raising awareness in places where these groups tend to live, work, recreate and frequent. Since they are new to the city, outreach should focus on community engagement and how they can help shape the future of their new city.

### Raising General Awareness

- Identify key leaders in communities to spread the word about the Census
- Demonstrate how the money from the result of the Census will be used in specific communities
- Facebook/Twitter status updates
- Need a short article to be inserted into neighborhood newsletters/ websites
- Identify a spokesperson(s) that will reach out to these specific communities
- Display Census banner across major street in the downtown area



<sup>4</sup> <http://baltimore-drilldown.org>

## **Civic Engagement**

- Design competition in Arts and Entertainment Districts (Station North/Highlandtown) for a Census campaign ad
- Putting campaign ads in vacant storefronts
- Sponsor and participate in community events to promote Census

## **New Residents**

- Mailings/RoboCalls to new homeowners/realtors
- Display Census information at community and condominium associations
- Target places where necessities are sold in the area (Example: markets, fast food places, coffee shops, 7-Elevens)
- Downtown Partnership (looking at resident survey)
- Promotional items given to area health clubs and off-campus housing

## **WHEN**

The New Baltimoreans Subcommittee has formulated a list of events that Census awareness should be promoted until April 1, 2010. The Subcommittee is also currently planning new events and meetings that will be turned into an interactive calendar.

- BOPA events
- Harbor East/ Key Highway monthly meetings
- Farmer's Markets (Waverly, Under the JFX)
- Walters/Fells Point First Fridays events
- March Madness
- Station North Second Saturdays
- MLK Parade (January 2010)
- St. Patrick's Day Parade (March 2010)
- Ignite event (March 4, 2010)

## **WHERE**

The New Baltimoreans Subcommittee has formulated a list of suggested Questionnaire Assistance Centers (QAC) and Be Counted Sites that residents who are new to the city are more likely to gather. These locations are currently being contacted.

- Station North/ Highlandtown Arts & Entertainment Districts
- EPIC (a new "church" that meets at Duburn Arena, also another "church" group that meets at Life of Reilly)
- Charles Theatre (theatre community)
- Charles Village
- Charles Street Metro Gallery
- Lexington Market
- Ice rink (Patterson Park)
- Parking Authority
- Music Organizations
- Creative Alliance
- Mini marts (7-Elevens)
- MARC/Metro Stations

